



WPTV

ORDER

Print Date 09/20/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision **311640 /**

Original Date / Revision
09/19/12 09/19/12

Advertiser **Negron / Republican / State**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Joe Negron for Florida Senate

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **494**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	18	\$15,066.25	\$17,725.00	0.00
Totals	18	\$15,066.25	\$17,725.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	18	\$15,066.25	\$17,725.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/03/12	10/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 1- 1--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-- 1- 1--					2	\$900.00		0.00			
N 2	WPTV	10/02/12	10/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 1- 11--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	- 1- 11--					3	\$950.00		0.00			
N 3	WPTV	10/02/12	10/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 111---	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00



WPTV

Print Date: 09/20/12

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Contract / Revision **311640** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Negron / Republican / State** Product **Joe Negron for Florida Senate** Estimate # **494**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/02/12	10/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 111 - - -	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- 111 - - -	3		\$1,325.00	0.00							
N 4	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- - - - - S-	1		\$725.00	0.00							
N 5	WPTV	10/06/12	10/06/12	Sa 6p Sa 6p	CM	6-630p	- - - - - S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- - - - - S-	1		\$600.00	0.00							
N 6	WPTV	10/06/12	10/06/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	- - - - - S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- - - - - S-	1		\$1,025.00	0.00							
N 7	WPTV	10/07/12	10/07/12	Su 7-8a Su 7-8a	CM	7-8a	- - - - - S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- - - - - S	1		\$425.00	0.00							
N 8	WPTV	10/07/12	10/07/12	Su 9-10a Su 9-10a	CM	9-10a	- - - - - S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- - - - - S	1		\$1,800.00	0.00							
N 9	WPTV	10/07/12	10/07/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- - - - - S	1		\$600.00	0.00							
N 10	WPTV	10/07/12	10/07/12	Su 11-1135p Su 11-1135p	CM	11-1130p	- - - - - S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	- - - - - S	1		\$750.00	0.00							
N 11	WPTV	10/08/12	10/08/12	M-F 6-7a M-F 6-7a	CM	6-7a	M- - - - -	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	M- - - - -	1		\$900.00	0.00							
N 12	WPTV	10/08/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	M- - - - -	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	M- - - - -	1		\$950.00	0.00							
N 13	WPTV	10/08/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	M- - - - -	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	M- - - - -	1		\$1,325.00	0.00							
Totals														18	\$17,725.00